SOUTH AUSTRALIAN WINE INDUSTRY ASSOCIATION

MEDIA KIT 2020

www.winesa.asn.au

SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

ABOUT SAWIA

The South Australian Wine Industry Association (SAWIA) is the voice for the South Australian wine industry.

With its beginning in 1840, SAWIA is the peak body representing the winemakers and grapegrowers of South Australia, the heart and soul of the Australian wine industry.

The association's core functions are to provide leadership, advice and support to South Australian grape and wine businesses, assisting them to prosper within a dynamic, diverse industry.

SAWIA provides business solutions to members in areas such as industrial relations, work health safety, environment and liquor licensing.

SAWIA also provides state and national representation and leadership on key issues, as well as wine courses and promotional opportunities to help businesses grow.

For more information about SAWIA visit **www.winesa.asn.au**

SOCIAL MEDIA

@winesouthaustralia or @winesouthaus

NEWS AND WINE CONTENT

News Articles: SAWIA regularly posts wine industry news on its website: https://www.winesa.asn.au/news-resources/news/

Media Releases: SAWIA distributes media releases regularly on important industry topics: https://www.winesa.asn.au/news-resources/media/media-releases/

SAWIA In The Media: SAWIA includes PDFs of recent news articles on its website: https://www.winesa.asn.au/news-resources/media/SAWIA-in-the-media/

SA Wine Regions: SAWIA's website is a good source of background information about South Australia and its wine regions: https://www.winesa.asn.au/SA-regions/south-australia/

Images: SAWIA has some stock images that it can share with media. Please contact Cindie Smart (cindie@cindiesmart.com.au) or Rehnu Page (rehnu@winesa.asn.au).

KEY CONTACTS

Cindie Smart
Communications Advisor
Cindie manages SAWIA's communications activities. Cindie can provide content, set up interviews and manage media enquiries.
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KEY CONTACTS

Brian Smedley
Chief Executive
Brian is the key spokesperson of SAWIA and is responsible for governance and leadership.
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Nick Waterman
President of SAWIA
Nick is available to comment on industry issues.
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Henrik Wallgren
Business Services Manager
Henrik is SAWIA's industrial relations, HR, work health and safety and liquor licensing expert.
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Mark Gishen
Environmental & Technical Project Officer
Mark manages environmental projects, including the Environmental Excellence Awards.
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Claire Wald
Wine Course & Event Coordinator
Claire runs the NWETC which delivers wine education and experiences. Claire also runs SAWIA's wine events including pop up tastings.
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Rehnu Page
Executive Administrator
Rehnu can assist with information and images.
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